



THE Self-Insurer

A SIPC PUBLICATION | SIPCONLINE.NET

2019

MEDIAKIT

ADVERTISING - PRINT & DESIGN

GUIDELINES & AD SPECS

RATES & PLANNING CALENDAR

THE Self-Insurer

GENERAL INFORMATION

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ARTICLES

If you are interested in writing an article for placement in *The Self-Insurer*, please adhere to the following guidelines:

- Articles must be at least 1,500 words in length.
- Articles should not make mention of specific companies and products in any way which could be construed as "promotional."
- Articles should be submitted by email to ggrote@sipconline.net in Microsoft Word format.
- A short biography of the author should accompany each article.
- Please keep in mind the readership is typically high level executives in the self-insurance/captive industry.
- Articles received by the 1st of the month will be considered for the following month's issue and beyond.

Questions? Email articles@sipconline.net

CIRCULATION

The digital edition of *The Self-Insurer* is delivered to more than 15,000 readers. Its reach encompasses top-level executives from all aspects of the alternative risk-financing marketplace. It is the best way to get your message to all SIAA members.

Factor in *The Self-Insurer's* sizable pass-along readership, quadrupling the number of people who see your ad. In addition, the publication is made available to all attendees at every SIAA conference and seminar held throughout the year.

LIMITED SPACE

To insure a quality publication advertising space is strictly limited to no more than 40% of total pages of content. All orders will be processed on a first come basis. Annual space holders will receive priority over single insertion buyers.

FREQUENCY COMMISSION & DISCOUNTS

The Self-Insurer is published 12 times per year. No commissions or discounts are payable.

PAYMENT

Prepayment of all one-time insertion orders is required with submission of materials. For multiple insertion orders, subsequent issues will be billed one month in advance of publication's closing date, with payment required on or before publication's closing date. If payment is not received in accordance with invoice instructions, advertisement will not be run. Self-Insurers' Publishing Corp. assumes no responsibility or liability for advertisements not included as a result of advertiser and/or advertising agency's failure to remit payment as required.

MAKE-GOOD POLICY

Agency/Advertiser must contact Publisher with in 15 days after publication regarding error in advertisement. At the discretion of the Publisher, a make-good policy ad will be inserted at no charge in the next available issue. Make-good is to be a re-run of the corrected ad that ran in error. Payment is required in full on the original ad/invoice.

PUBLISHER'S PROTECTIVE CLAUSE

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyright matter) of advertisement printed, and also assume responsibility for any claims arising there from made against publisher. The publisher reserves the right to reject advertising which does not conform to publication standards.

CANCELLATION POLICY

ALL CANCELLATIONS MUST BE IN WRITING AND RECEIVED IN OUR OFFICE PRIOR TO PUBLISHED CLOSE DATE. Ninety, (90), day cancellation notice is required for preferred positions. Publisher reserves the right to repeat previous ad at the contracted rate unless advertiser sends replacement material and no cancellation order has been received. All contracts are billed with the first issue. If ad is canceled after first issue, payment is still required in full.

AD SPECS

Ad materials must meet these explicit requirements in order for SIPC to deliver the high quality our advertisers deserve. Please review all advertising specifications against your ad to ensure quicker processing.

REQUIREMENTS

Please follow these guidelines for submitting advertising materials to avoid any additional charges.

Image Format, Color Profiles & Fonts

- All IMAGES must be high-resolution (300 dpi), CMYK or Grayscale only, convert any spot colors to CMYK (No RGB, LAB or ICC color profiles).
- Black text should ONLY be 100% black and NOT a build of CMYK.
- All FONTS must be embedded within the PDF.

Safe/Live Area Margins

For All FULL PAGE ads, all text and logos intended to print must be kept at .6875" from bottom and sides of trim edges. Safe or Live area is 7" x 9.625"

Do not ADD white borders inside or outside the 7" x 9.625" safe area.

Every page has a .6875" white margin unless ad is provided with bleed.

Marks and Positioning

File should only contain one page, should be right reading, portrait mode and sized at 100%, with no rotation applied. **Crop marks and registration marks are REQUIRED for ads that bleed.** ONLY include standard trim and bleed marks placed .25" outside trim area. No marks should be included in the live image area.

- Do NOT include crop marks on fractional ads.

Mechanical Specifications at a Glance

- Trim size is 8.5" x 11"
- Safe or Live area is 7" x 9.625"
(Text should NOT appear outside this area to avoid clipping.)
- Magazine covers and pages are printed offset on coated stock with four-color process inks (Cyan, Magenta, Yellow and Black) with a saddle-stitched binding.

Accepted File Formats

ALL ads must be saved and submitted as a high-resolution PDF. Ads can be created using Adobe InDesign, Photoshop or Illustrator, Quark XPress; CorelDraw or Freehand. Please do NOT create ads in Microsoft Word, WordPerfect or any other word processing or Microsoft application. Ad templates are available on request, contact sbyars@sipconline.net

FILE SUBMISSION

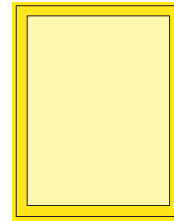
Submit PDF files to: ads@sipconline.net

An Important Message to Advertisers

If the above specifications are not met, there will be a \$50 minimum charge for any work that we have to do in order to provide your advertisement to our printer in the proper format.

Files that do not meet the specifications will be sent back to the advertiser(s) but must be resubmitted by the 10th of the Editorial Month (the month prior to the ad running) to sbyars@sipconline.net

Email ads@sipconline.net for information on **SPREAD** specs.



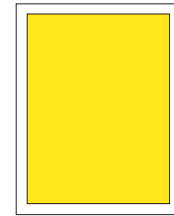
FULL PAGE

with BLEED

Bleed 8.75" x 11.25"

Trim 8.50" x 11.00"

Live 7.00" x 9.625"



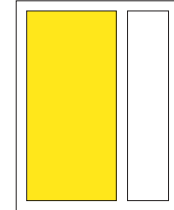
FULL PAGE

NO Bleed

Bleed —

Trim 8.50" x 11.00"

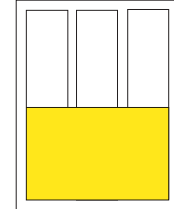
Live 7.00" x 9.625"



2/3 PAGE

VERTICAL

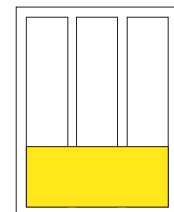
Live 4.58" x 9.625"



1/2 PAGE

HORIZONTAL

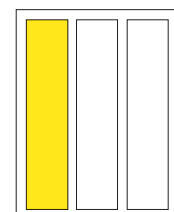
Live 7.00" x 4.8125"



1/3 PAGE

HORIZONTAL

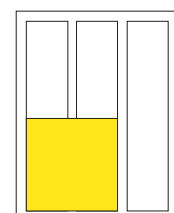
Live 7.00" x 3.125"



1/3 PAGE

VERTICAL

Live 2.16" x 7.00"



1/3 PAGE

SQUARE

Live 4.58" x 4.58"

All dimensions are in inches width by height.



THE Self-Insurer

2019 RATE CARD

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2019 ADVERTISING RATE CARD (Effective 12/1/18)

MEMBER		NON-MEMBER	
SPREAD (Center Placement)	\$5,000	SPREAD (Center Placement)	\$6,500
SPREAD (No Guaranteed Placement)	\$3,500	SPREAD (No Guaranteed Placement)	\$4,500
Outside Back COVER	\$2,495	Outside Back COVER	\$3,295
Inside Front OR Back COVER	\$1,995	Inside Front OR Back COVER	\$2,795
FULL PAGE Bleed OR No Bleed	\$1,695	FULL PAGE Bleed OR No Bleed	\$2,395
2/3 PAGE Vertical	\$1,295	2/3 PAGE Vertical	\$1,695
1/2 PAGE Horizontal	\$995	1/2 PAGE Horizontal	\$1,395
1/3 PAGES Horizontal, Vertical OR Square	\$895	1/3 PAGES Horizontal, Vertical OR Square	\$1,295

DIGITAL FILE SPECIFICATIONS

- Trim size is 8.5" x 11"
- Safe or Live area is 7" x 9.625"
(Text should not appear outside this area to avoid clipping.)
- Please note that our system will automatically detect links that are created as text in a layout application. (ex. InDesign/Quark Xpress/Freehand/Illustrator).

Unfortunately visible links that were not created explicitly within a layout application (i.e. URL links that are an image and not actual text) may not be activated (ex. Files created in Photoshop/CorelDraw/Word/or any other Microsoft application).

Accepted File Formats

ALL ads must be saved and submitted as a high-resolution PDF. Ads can be created using Adobe InDesign, Photoshop or Illustrator, Quark XPress; CorelDraw or Freehand. Please do NOT create ads in Microsoft Word, WordPerfect or any other word processing or Microsoft application. Ad templates are available on request, contact sbyars@sipconline.net or call 888-394-5688.

2019 DEADLINES for Advertising & Advertorial Materials

(Including Digital Submissions)

INSERTION Month	SUBMISSION Deadline
January 2019	December 3, 2018
February 2019	January 2, 2019
March 2019	February 1, 2019
April 2019	March 1, 2019
May 2019	April 1, 2019
June 2019	May 1, 2019
July 2019	June 3, 2019
August 2019	July 1, 2019
September 2019	August 1, 2019
October 2019	August 15, 2019
November 2019	October 1, 2019
December 2019	November 1, 2019